RJ REYNOLDS

TOBACCO COMPANY



S. R. MacLEOD Region Operations Mgr

150 Lawrence Bell Drive Sulte #108 Williamsville, NY 14221 (716) 634-9232 Fax (716) 634-3145

July 25, 1997

RJR Account #317880 Ms. E. Jones R. L. JONES & SONS

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Ellie:

Winston regular product has been ordered (see quantities listed below), as well as 19 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| UPC Code | <u>WINSTON</u> | <u>Case</u> | |
|-------------|-----------------|-------------|----------|
| | Brand Style | Size | #/ Cases |
| 12300-11906 | Light Box | 6M | <u>1</u> |
| 12300-11212 | Full Flavor Box | 12M | <u>1</u> |

| Product / Premium Arrival: | August 11, 1997 |
|--------------------------------|-----------------|
| Floudel / Fleiiliuiti Allivai. | August 11, 1991 |

| Ship Date to Retail: | Week of: <u>August 25, 1997</u> |
|----------------------|---------------------------------|
| AVVI AUDE | 4 5456 |

| SKU CUBE. | 1.7 150 |
|-----------------------------|------------|
| SKU WT (w/o Product): | 6.6200 lbs |
| Retail Sales Offer per Sku: | 20 units |

| Billing per Sku: | 4 Full Price Cartons |
|------------------|----------------------|

| EFT \$ Amount: | <u>\$1,063.76</u> |
|--------------------|-------------------|
| Non-EFT \$ Amount: | <u>\$N/A</u> |

<u>Promotion Description</u>: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per <u>live 12M</u> case for all displays packed and shipped to retail on a timely basis. This equates to \$35.00 (1.25 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell Promotional Coordinator / 1610

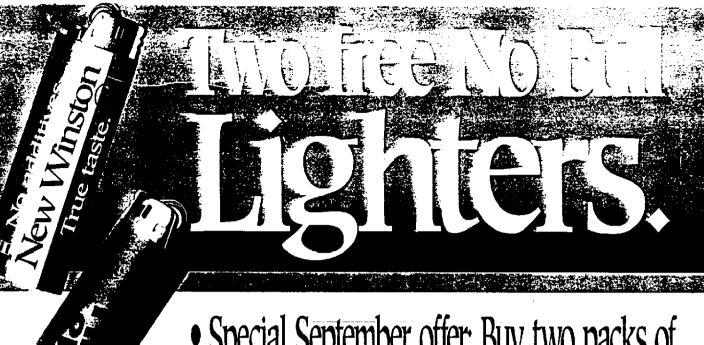
/ic

cc: A. Zecca

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC



Special September offer: Buy two packs of

new, no-additive Winston, get two free No Bull lighters

Special packaging

Attention-getting displays

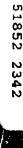
• Proven traffic builder

No bull.

Get 2

aree with 2-pack purchase





BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE:

11 DATE: 97-06-30

TIME: 09:17 AM

WHOLESALER : 317880 R.L.JCNES & SONS, INC. <DIRECT>

TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEC : 3013
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PH | ONE # |
|--------|--------|--------|---------------------|-------------------|--------------|----|-------|-----|------|-----------|----------|---------|--------|
| | | | | | | | | | | | | | |
| 162604 | 162624 | 696058 | LAKEVILLE GENERAL | 5763 MAIN ST | LAKEVILLE | NΥ | 14480 | 5 | į | | 001181 | (716)34 | 6-5222 |
| 162604 | 162225 | 492920 | CAREY'S GROCERY INC | 11-13 MAPLE AVE. | COHOCTON | ΝY | 14826 | 1 | NYS | | | (716138 | 4-5632 |
| 162605 | 162228 | 521097 | GEROWS GROCERY | 2455 MEADS CREEK | PAINTED POST | NΥ | 14870 | 1 | ļ | | | (607193 | 6-4878 |
| 162605 | 162225 | 712847 | MORGANS GROCERY | 100 HAMILTON ST | PENN YAN | NY | 14527 | 1 | L | | | (315)53 | 6-6621 |
| 162605 | 162624 | 237030 | GORHAM GROCERY | 2621 MAIN STREET | GORHAM | NY | 14461 | 1 | L | | | (716)52 | 6-5522 |
| 162605 | 162624 | 269708 | FEDERAL HOLLOW STPL | 9 S MAIN ST | RUSHVILLE | NY | 14544 | 1 | | | | (315)55 | 4-3149 |
| 162605 | 162228 | 479127 | VALLEY MART | ROUTE 414 RD #2 | BEAVER DAMS | NY | 14812 | 1 | LNYS | | | (607)96 | 2-2090 |
| 162605 | 162228 | 763620 | A-PLUS MINIT #60064 | 234 N HAMILTON ST | PAINTED POST | ΝY | 14870 | 3 | NYS | 0362-0102 | | (607)96 | 2-5518 |
| 162606 | 162225 | 269800 | BOB WRIGHTS SER | 68 MAIN ST | SAVONA | NY | 14879 | 1 | Ļ | | | (607)58 | 3-4402 |
| 162606 | 162225 | 651675 | STOP & SHOP | JANE & LODER | HORNELL | NY | 14843 | 2 | 2 | | | (607)32 | 4-0305 |
| 162606 | 162225 | 700477 | DISCOUNT BEVERAGE | 371 1/2 W MORRIS | BATH | ΝY | 14810 | 1 | l | | | (607)77 | 6-2827 |
| 162606 | | 518787 | RANCH GROCERY | RD 1, ROUTE 226 | BRADFORD | NY | 14815 | 1 | l | | | (607)58 | 3-4199 |
| 162606 | 162225 | 544681 | LAKEVIEW MINI MART | RD 1, BOX 80 | BATH | ΝY | 14810 |] | NYS | | | (607)77 | 6-4910 |
| 162606 | 162225 | 398329 | EXPRESS FOODMART | MAIN ST | ALFRED | NY | 14802 | 1 | NYS | | | (607)58 | 7-8443 |

PAGE BREAK TOTAL ACCOUNTS

TOTAL QUANTITY

19

TEMPLATE TOTAL ACCOUNTS

TOTAL QUANTITY

19

ACCOUNT NUMBER: 317880

VOUCHER NUMBER: 15367386

R L JONES PO BOX 152

DATE WRITTEN: 08/27/97

BATH , NY 14810

STATUS: PAID

AMOUNT PAID: 35.00

SEND CHECK TO: PAYEE

DESCRIPTION UNITS AMOUNT

'97 VAP PK & SHP 1.25 35.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / AZ